

**Narrative Report
Sacramento Visitors Center
B.F. Hastings Building,
Old Sacramento State Historic Park**

David Stuart
Sacramento History Alliance, Inc.
October 2016-June 2018

In accordance with an agreement among California Department of Parks and Recreation, City of Sacramento, Visit Sacramento, and the Sacramento History Alliance (SHA), SHA began operation of the Sacramento Visitors Center in October 2016. One visitor center staff continued from prior operations, while several additional staff members were hired. The Visitors Center has been open and staffed seven days per week from 10 a.m. to 6 p.m., except for a few holidays. Several staff are cross-trained to work at the Sacramento History Museum as well (some are even tour guides), which allows efficient coverage of breaks, etc. The Museum Facilities and Guest Services Manager oversees the operations of the Visitor Center and checks on the Visitor Center daily. Museum janitorial staff assist with Visitor Center housekeeping. SHA bookkeeping and accountings keeps complete financial records for the Visitor Center, as reflected in the fiscal portion of this report.

Since October 2016, SHA has made many upgrades to the Visitor Center space. The interior layout was reconfigured and the restroom remodeled. New exhibits were developed, fabricated, and installed. Lighting was improved. All new signing was developed and installed, including the noteworthy canvas banners on the street.

A new phone system and point of sales (POS) system were installed, both supported by the City of Sacramento IT division. New display furniture was purchased and installed. The merchandiser for the gift shop at the Sacramento History Museum developed merchandise for the Visitor Center specific to its mission, featuring items sought by travelers (for example, maps and small travel games). Visitor Center staff reach out to the greater Sacramento community to obtain brochures and flyers helpful to visitors.

During extreme summer heat, the Visitor Center has served as a cooling center with free bottled water. The SHA Old Sacramento Gold Fever! walking tours start at the Visitor Center, creating traffic and excitement. On average, the Sacramento Visitor Center has more than 5,000 visitors per month. A breakdown of the origins of visitors in a recent month is attached.

11:29 AM

11/27/18

Accrual Basis

SACRAMENTO HISTORY ALLIANCE, INC.

Profit & Loss by Class

July 2017 through June 2018

	Visitor Center	TOTAL
Ordinary Income/Expense		
Income		
4770 - Visitor Center Program		
4772 - City Contribution	37,000.00	37,000.00
4774 - SCVB Contribution	30,000.00	30,000.00
Total 4770 - Visitor Center Program	67,000.00	67,000.00
4806 - Visitor Center - Retail Sales	5,300.36	5,300.36
Total Income	72,300.36	72,300.36
Cost of Goods Sold		
8040 - Visitor Center - COGS	2,190.46	2,190.46
Total COGS	2,190.46	2,190.46
Gross Profit	70,109.90	70,109.90
Expense		
7770 - Visitor Center		
7752 - VC - Payroll Taxes	5,749.56	5,749.56
7756 - VC - BF Hastings Support	17,500.00	17,500.00
7764 - VC - Supplies	26.36	26.36
7755 - VC - Miscellaneous	1,333.14	1,333.14
Total 7770 - Visitor Center	24,609.06	24,609.06
Total Expense	24,609.06	24,609.06
Net Ordinary Income	45,500.84	45,500.84
Net Income	45,500.84	45,500.84